

SWANSEA CITY SUPPORTERS TRUST

BOARD MEETING MINUTES

Minutes of the Board Meeting held on Monday, 7th October, 2013 at the Liberty Stadium, Swansea commencing at 5.30pm.

Present:

Jim White, Huw Cooze, Viv Brooks, Viv Williams, Will Morris, Stuart McDonald, Barbara Cook, Dai Little, Duncan Thomas, Nigel Hamer. (Secretary).

Apologies:

Phil Sumbler, Alan Lewis, Ian James, Cath Dyer, Ron Knuszka, Kevin Mahoney.

Before the meeting Secretary Nigel Hamer confirmed the appointment of Jim White as Vice Chairman. **NH** had reported previously that Craig Mapstone had stood down as a Co-opted Board Member. The Minutes of the meeting held on the 2nd September, 2013. had previously been circulated and approved.

Prior to the meeting we received a presentation by Sue Powell-Reed, CEO of VibeVideo Production with a view to offering their services of a video relating to the story of the Trust.

Supporter Director Report:

HC confirmed that there would be 11 pitches at *Fairwood* which was costed out at £15million over 10 years.

The *Landore Academy* represented an expenditure of £6million which was the first Club owned training facility in our 101 year existence.

On the finance front, **HC** reported that it was vital to balance expenditure on facilities against player purchases, to date we appear to be balancing the books very well.

Planning consent for the Stadium expansion had been submitted which was for the whole expansion allowing an extra 12,000 seats. Planning consent was not a formality, traffic management and pollution were very involved in a positive decision.

Our continued involvement with *North Shore United* in *Wisconsin, USA* will continue between April 11th-16th next year when 90 young Americans are invited to our City. This was an initiative developed by **HC** from 2013.

HC had been approached by the *Swansea Senior & Junior Leagues* to hold their Cup Finals at the *Landore Academy* at the end of the season.

Staffing levels are increasing at the Club, three extra staff have been taken on in the *Commercial Department* now headed full time by *Vice Chairman, Leigh Dineen*.

Additional catering staff have been taken on at the *Landore Academy* facility and at *Fairwood*.

Discussions have taken place to increase the size of the *Ticket Office*

Additional staff had been employed in all aspects of Youth Development.

Treasurers Report:

SMcD reported that we would be in receipt of invoices for the printing and preparation work of the Trust Book. There were no other significant invoices for settling. **SMcD** and **NH** to meet to complete paperwork for opening accounts with the various Banks/Building Societies.

TBM 077/06 Fans Forum:

The London Fans Forum is pencilled in for the 22nd November, the eve of the away fixture with Fulham.

TBM 082/06 Swansea City 2002 Limited:

No report.

TBM 086/07 Community Group:

VB suggested that we pencil in either the 28th or 31st October for our Ten Pin Bowling Night. *Michael Laudrup* is looking at alternative dates and we will advise members as soon as a suitable date is found. It was agreed that we prioritise bookings to fully paid up members of the Trust. The *Premier League Draw* had taken place on the 28th September, all winners had been notified. The raffle has been successful.

TBM125/08 Centenary 2012:

HC produced copies of the second book, *Swansea Moments – 101 Years of Supporting the Swans*. The book is available for sale in the Club Shop at the Liberty Stadium and the Club Shop on the Cwmdru Estate off Carmarthen Road. 1,000 books had been produced, the book retails at £15.99. **HC** would hope that the two unofficial websites would help to promote the sales of the book.

TBM 127/08 Disability Issues:

HC on behalf of **IJ** had made arrangements for a *West Of England and Wales Disability Group* meeting in Swansea early next week.

TBM 142/11 Wall Of Fame:

NH reported that the response had been very good to date. So far unable to get contact details of three recipients for the unveiling on the 19th October.

TBM 154/12 Riverside Lounge Memorabilia

VW requested that we consider additional work on the two Boards fitted last August which would cost between £100 -£120 to complete the work. All agreed. **VW** would undertake a visit with a photographer to the Riverside Lounge next week to view the area we have available to us to consider additional wallpaper effect photos on the walls.

VW produced sketches/paintings by a local artist of *Michu* at the *Mestalla Valencia*, and *Ashley Williams*. It was agreed that we purchase the *Michu* sketch, **HC** would arrange for it to be signed which could be used as an auction item in the future.

TBM 162/13 Book on the History of the Swans Trust.

The book should be available during week ending the 26th October. **JW** offered to contact *Supporters Direct* as it would be an interesting read for other Trusts.

TBM 165/13 Sponsorship of Junior League Football.

SMcD reported that it was more difficult to become involved with both the *Carmarthenshire* and *Pembrokeshire Junior Leagues* as they are directly linked to their Senior League organisations. Nothing further from *Neath/Port Talbot Junior Leagues*..

SMcD had met with *Rhodri Mugford* of the *Swansea Schools Association*, we had originally agreed to donate £1,000 towards their Centenary in 2014. Discussions had taken place about an annual sponsorship, however, **HC** was going to check with the Club if there would be an financial support made by the Club before we considered an annual sponsorship ourselves..

TBM 168/13 Discount Card Scheme

VW reported that the response to this initiative had been very disappointing, agreed with his recommendation to terminate the scheme.

TBM 169/13 Website Upgrade.

JW, DT and AL had been in discussion over an online version of a new Trust website. Further details at the Board Meeting on the 25th November.

A.O.B.

Future Charity requests for donations.

A suggestion had been received from the Cardiff City Supporters Trust if we would consider a charity donation and presentation prior to the match on the 3rd November. It was agreed that as with previous requests we referred to our Constitution which allows us to only consider Community and football related requests.

Premier League Trust Group Meeting:

The next meeting will be held in Birmingham week commencing 18th November 2013. Actual date to be confirmed. **JW** agreed to attend depending on actual date.

AGM:

NH confirmed that the AGM will take place after our normal monthly Board Meeting on Monday 25th November at 7.30pm.

Glasgow Rangers Gerspride Conference:

An invitation had been received from Glasgow Rangers to send a Trust Representative to speak at their annual conference on the weekend of 23rd/24th November 2013. The subject was ownership and part ownership of a football Club. Portsmouth FC through their Supporters Trust on ownership and ourselves on part ownership. Expenses would be paid. Problem being our away fixture at Fulham. **NH** to contact Glasgow Rangers Supporters Trust.

Charlton Athletic Supporters Trust:

HC, AL and **NH** had met with a representative of the above Trust in Swansea on the 2nd October to discuss how we had been successful in the formation and continued success of our Trust.

Newcastle United Supporters Trust:

An invitation had been received to attend a football governance conference in Newcastle on the 24th October in conjunction with the Newcastle University Business School. We had to decline as we have an Europa League fixture on that day.

Exeter City Supporters Trust:

An enquiry had been received from Exeter City who are celebrating 10 years of Club ownership as to how we went about obtaining grants from the Heritage Lottery Fund for our first book project.

VibeVideo Production Presentation:

An open discussion on the pros and cons of undertaking a video of the history of our Trust as a result of the presentation made before the meeting proper. The video would be for 10 minutes which would include filming, editing and animation. It was felt that this would be a one off video of our history whereas we need to be in the supporters minds on a regular basis. Some years ago we had SwansTrustTV, it was agreed that we would resurrect this service. Also a sub-group would be set up to market and promote the Trust going forward. The Marketing sub-group would be, *Jim White, Viv Williams, Will Morris, Duncan Thomas and Alan Lewis.*

Media Release Swans Supporters Trust & Cardiff City Supporters Trust:

AL had been involved with his Media counterpart at the Cardiff City Supporters Trust requesting that fans of both sides support their teams and not resort to unnecessary sporting rivalry at the game on the 3rd November.

Another Country:

We had received a request from *Indonesia* to become involved with a Swansea City Supporters Group. This adds to the growing interest in our Club and Supporters Trust which has increased due to our playing in the Premier League with a global audience.

Le Monde Diplomatique:

AL, HC and **NH** had met with a Journalist from the French newspaper magazine to discuss the beginnings of our Trust and the success we have experienced along the way.

There being no further business the meeting closed at 7.40pm

Next meeting Monday, 2nd November at 5.30pm